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To: AREIMAN --VCH0021A Andre Reiman

Advertising
Date and time 05/26/97 11:43:04

From: M. Helaerts
Subject: CODE OF PRACTICE

From: M.D. Horst

Thank you for the revised draft of the code of practice.

Here are my comments which result from internal meetings in Brussels as well as the confirmation we received from our allies that the code should be sufficiently strict to appeal to the reasonable decision makers in the institutions.

On I. - DEFINITIONS - there may be a need to define corporate sponsorship and therefore point D could be called "Product related sponsorship".

Furthermore, under DEFINITIONS, we may want to clearly define what is appealing to youth (rock concerts, disco, etc.) and what is an incentive to smoke for non-smokers, as we keep referring throughout the code to our intention not to appeal to the use and not to target the non-smokers with our marketing activities.

Under III. - ADVERTISING - point D in our view should be suppressed as we force ourselves under F to use models aged more than 25. Point K of ADVERTISING should probably clarify the types of warnings as well as the attribution. Our recommendation here would be the national warnings from the country of origin of the publication.

Under IV. - PROMOTIONS - point A. Are we conscious of the fact that this may prevent us from continuing any duty free promotions? Point B - in our opinion, we would have to include store signs as they are straight forward advertising.

Under V. - SPONSORSHIP - point B. We propose to say "... no sport or cultural event PRODUCT sponsored..." and create another point B+ stating that corporate sponsorship should not resemble brand communication.

I shall see John Hogan at the Monaco Grand Prix and we may go through this code again.

Best regards,
Mike Horst

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